

AMERICAN NURSEYMAN

AMERICAN NURSERY TRADE BULLETIN

Chief Exponent of the American Nursery Trade

Vol. LV No. 10

MAY 15, 1932

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AMERICAN NURSERYMAN
Chief Exponent of the Trade

DIRECTORY OF NURSERY TRADE ASSOCIATIONS OF AMERICA

American Association of Nurserymen—Charles Sizemore, Secy., Louisiana, Mo. July 19-21, 1932; West Baden Springs, Ind.

Alabama Nurserymen's Association—H. A. Pauly, Secy., Birmingham.

Arkansas Nurserymen's Ass'n.—W. M. Moberly, Secy., Sulphur Springs. 1932: Fayetteville.

California Assn. of Nurserymen—Henry W. Kruckeberg, Secy., 340 S. San Pedro St., Los Angeles, Cal. Sept. 22-24, Riverside, Cal.

Connecticut Nurserymen's Association—A. E. St. John, Secy., Manchester.

Eastern Canada Nurserymen's Association—Chas. K. Baillie, Secy., Box 158, Welland, Ontario.

Eastern Nurserymen's Association—Russell Harmon, Stroudsburg, Pa.

Fruit and Flower Club of Western New York—W. R. Welch, Secy., Geneva, N. Y.

Illinois Nurserymen's Association—Miles W. Bryant, Secy., Princeton.

Iowa Nurserymen's Association—C. C. Smith, Secy., Charles City.

Long Island Nurserymen's Association—H. Fiel, Secy., Lynbrook, L. I.

Ass'n of Kansas Nurserymen—Charles Scott, Secy., Topeka.

Kentucky Nurserymen's Association—Alvin Kidwell, Secy., Sparta.

Massachusetts Nurserymen's Association—Winthrop H. Thurlow, Secy., West Newbury.

Michigan Association of Nurserymen—N. I. W. Kriek, Secy., Lansing.

Minnesota Nurserymen's Association—W. T. Cowperthwaite, Secy., 20 W. Fifth St., St. Paul.

Mississippi Nurserymen's Association—M. B. Allen, Secy., Lilydale Nurs., Long Beach.

Missouri Nurserymen's Association—William A. Weber, Secy., Afton.

Nebraska Nurserymen's Association—Ernst Herminghaus, Secy., Lincoln.

New England Nurserymen's Association—W. N. Craig, Secy., Weymouth, Mass.

New Jersey Association of Nurserymen—Fred D. Osman, Secy., New Brunswick.

New York Nurserymen's Association—Charles J. Maloy, Secy., Rochester.

Northern Retail Nurserymen's Association—H. G. Loftus, Secy., 19 Arthur Ave. S. E., Minneapolis, Minn.

Ohio Nurserymen's Association—G. Walter Burwell, Secy., 4060 E. Main St., Columbus.

Oklahoma Nurserymen's Association—Mrs. W. E. Rey, 5310 Belle Isle Ave., Okla. City.

Oregon Nurserymen's Ass'n.—Eldon Dering, Secy., Peterson & Dering, Portland.

Pacific Coast Association of Nurserymen—C. A. Tonneson, Secy., Burton, Wash. Aug. 30-31, Sept. 1, 1932, Portland, Ore.

Pennsylvania Association of Nurserymen—H. L. Haupt, Hatboro, Pa.

Rhode Island Nurserymen's Association—V. A. Vanicek, Secy., Newport.

Rio Grande Valley Nurserymen's Assn.—H. L. Bonnycastle, secy., Mercedes, Tex.

Rocky Mountain Nurserymen's Assn.—Chas. C. Wilmore, Secy., Box 382, Denver.

South Dakota Nurserymen's Association—J. B. Taylor, sec'y., Ipswich.

Southern Alabama Nurserymen's Ass'n.—W. H. Pollock, secy., Irvington.

Southern California Nurserymen's Ass'n.—Chas. N. Keiter, Secy., 159 So. Balm Dr., Beverly Hills, Cal. Hold monthly meetings.

Southern Nurserymen's Association—W. C. Daniels, Sec'y., Charlotte, N. C. 1932: August 24-25, Chattanooga, Tenn.

South Texas Nurserymen's Ass'n.—R. H. Bushway, Secy., 304 McGowen Ave., Houston.

Southwestern Nurserymen's Association—Mrs. Thomas B. Foster, Secy., Denton, Tex.

Tennessee Nurserymen's Association—Prof. G. M. Bentley, sec'y., Knoxville.

Twin City Nurserymen's Association—J. Juel, secy., Hoyt Nurs., St. Paul, Minn.

Virginia Nurserymen's Association—W. N. Roper, Secy., Petersburg. August 15, Roanoke.

Western Association of Nurserymen—George W. Holsinger, Secy., Rosedale, Kan.

Western Canada Nurserymen's Association—T. A. Torgeson, Sec'y., Estevan, Sask.

Wisconsin Nurserymen's Association—M. C. Hepler, sec'y., Pardeeville.

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AMERICAN NURSERYMAN

Chief Exponent of the Nursery Trade

Issued 1st and 15th of each month. The National Journal of Commercial Horticulture. National and international circulation. Reaching every state in the Union. Journal appreciated by upward of 2500 Nursery readers. Subscription: \$2.00 per year; two years for \$3.00. A one-inch advertisement for \$2.10; under yearly term, \$1.90.

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and
L. C. CHADWICK

For nurserymen, florists—everyone who grows or sells ornamental or fruit plants—it is as necessary as a mariner's chart to an ocean pilot. Commencing with a survey of the nursery business, it contains chapters on the location and layout of the nursery; tools; structures for propagation; soils and fertilizers; several chapters on the different methods of propagation, all containing the latest results of practical research; cultural practices; control of pests; storage, packing and grading; office management; selling methods; nursery laws and quarantines; and plant patents.

C. E. Cary, Educ. Director of the A. N., says: "With a copy at hand for ready reference the various workers in the nursery can now determine the correct solution to the many problems that are presented day by day. The general manager, the field foreman, propagators, packers, and salesmen, in fact all nursery employees can read it, study it, and profit thereby."

A nurseryman says: "It will save some nurserymen hundreds—perhaps thousands—of dollars this coming season to read the propagating tables alone."

An editor says: "No matter what literature a nursery concern or an individ-

ual nurseryman may have in his library, The Modern Nursery should be added."

A seed importer and wholesaler says: "The chapter on propagation from seed answers so many questions which we receive from customers that the book should be of immense value to those in or contemplating entering the nursery trade."

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. . . Trees, Shrubs, Evergreens, Vines, Perennials, and Rock Garden Plants.

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Monticello, Fla. Established 1902

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WE SUGGEST RESERVATION OF ADVERTISING SPACE NOW FOR THE COMING MONTHS
In The **AMERICAN NURSERYMAN** Chief Exponent of the American Nursery Trade

Exclusively for the Nursery Trade and Allied Interests

Logical Medium for Inter-Trade Communication

National and International Circulation

AMERICAN FRUITS PUBLISHING COMPANY, INC.

39 State St., Rochester, N. Y.

AMERICAN NURSERYMAN — May 15, 1932

EDITORIAL DEPARTMENT—Communications on any subject connected with Commercial Horticulture, Nurseries or Arboriculture are cordially invited by the Editor; also articles on these subjects and papers prepared for conventions of Nursery or Horticultural associations. We also shall be pleased to reproduce engravings relating to these topics, Orchard Scenes, Cold Storage Houses, Office Buildings, Fields of Stock, Specimen Trees and Plants, Portraits of Individuals, etc. Engravings will be made from photographs at cost.

Advertising—Last forms close (semi-monthly) on the 10th and 25th of each month. If proofs are wanted, copy should be on hand one week earlier.

"AMERICAN NURSERYMAN" is distinctive in that it reaches an exceptional list and covers the field of the business man engaged in Commercial Horticulture—the carlot operator. Here is concentrated class circulation of high character—the Trade Journal of Commercial Horticulture, quality rather than quantity.

"AMERICAN NURSERYMAN" will not accept advertisements that do not represent reliable concerns.

SUBSCRIPTIONS—"AMERICAN NURSERYMAN," published semi-monthly, on 1st and 15th, will be sent to any address in the United States for \$2.00 a year; Foreign \$2.50 a year; Canada \$3.50 a year. Single copies of current volume, 15c; of previous volumes, 25c.

L. M. GEMINDER
General Manager

AMERICAN FRUITS PUBLISHING COMPANY, INC.

39 State Street,
Rochester, N. Y.

WHAT THIS MAGAZINE STANDS FOR—Clean chronicle of commercial news of the Planting Field and Nursery. An honest, fearless policy in harmony with the growing ethics of modern business methods.

Cooperation rather than competition and the encouragement of all that makes for the welfare of the trade and of each of its units.

Wholesome, clean-cut, ring true independence.

INDEPENDENT AND FEARLESS—"AMERICAN NURSERYMAN" makes no distinction in favor of any. It is untrammelled in its absolutely independent position and rates the welfare of the Nursery Trade above every other consideration.

This Magazine has no connection whatever with a particular enterprise. Absolutely unbiased and independent in all its dealings.

Though it happens that its place of publication is in the eastern section of the country, it is thoroughly National in its character and International in its circulation.

Its news and advertising columns bristle with announcements from every news corner of the Continent.

It represents the results of American industry in one of the greatest callings—Commercial Horticulture in all its phases of Nursery Stock, Orchard and Landscape Planting and Distribution.

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*. . . Scientific Research Reveals
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Never before has Selenium been used in this form for insecticide purposes. The discovery of this powerful killing agent as a control for Red Spiders is an entirely new development as a result of scientific research. Selenium was previously used in sending photographs by wire. Now it serves an entirely new purpose—a sure kill for Red Spiders.

Hundreds of materials were tested against Red Spider, but none was found satisfactory except Selenium. Even Ever Green, our own pyrethrum spray, which is effective against potato beetles, Japanese beetles, tarnished plant bugs, leaf rollers, etc., did not give satisfactory results

when used against Red Spiders,—nor do any other pyrethrum or derris sprays.

For further details and complete information on Selocide mail the coupon below. After you try Selocide you will agree that it is the only insecticide on the market today that absolutely gives uniform killing results against Red Spider. Try a one quart can (makes 12½ gallons complete with spreader) on any of your flowers, cucumbers or evergreen. Then your Red Spider troubles will be ended.

Selocide Prices

	Per Pkg.
1 QT. CAN (makes 12½ gallons of spray)	\$1.00
1 GAL. CAN (makes 50 gallons of spray)	2.75
5 GAL. DRUM (makes 250 gallons of spray)	12.00
10 GAL. DRUM (makes 500 gallons of spray)	22.50
15 GAL. DRUM (makes 750 gallons of spray)	27.50
30 GAL. DRUM (makes 1500 gallons of spray)	51.00
50 GAL. DRUM (makes 2500 gallons of spray)	75.00

MAIL COUPON for 1 Qt. CAN

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Please send me free information on your great new discovery, Selocide, that absolutely kills Red Spiders. I would also like to have you send me { c. o. d. } the order that I have written below: { check attached }

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NAME _____

ADDRESS _____

My Jobber's Name _____

Kills Red Spiders

*The Nurseryman's Forte:
To Make America More Beautiful and Fruitful*

AMERICAN NURSERYMAN

[Reg. U. S. Pat. Off.]

The Chief Exponent of the American Nursery Trade National Journal of Commercial Horticulture

Entered September 6, 1916, at Rochester, N. Y., Post Office as second class mail matter

WITHOUT OR WITH OFFENSE TO FRIENDS OR FOES, I SKETCH YOUR WORLD EXACTLY AS IT GOES—BYRON

Vol. LV

ROCHESTER, N. Y., MAY 15, 1932

No. 10

Only Solution of a Now Inactive Association

Is Belief of New England Concern As Regards Proposed Zoning of American Nursery Trade—Value of National Association Membership Questioned

Editor American Nurseryman:

The idea of zoning the country as far as the American Association of Nurserymen is concerned seems to me to be the only solution of a now inactive association. I am not criticizing the American Association officials in any way, but it is a well known fact that if one section of the country is to be quarantined against any particular insect which does not appear in another section, that the section in which it does not appear will certainly be against it; and personally I cannot see where the American Association can take sides with any particular group or section.

I believe that practically every association of national scope is zoned, and that it works out to everyone's advantage. The large wholesale Nurseries and the small retail Nurseries have little, if anything, in common, and I know that a number of Nurserymen are considering the advisability of dropping out of the American Association because it is of no value to them. I very much question whether I would again subscribe to the National Publicity Campaign under the present arrangement.

We sincerely hope that something good comes of some of this agitation.

North-Eastern Forestry Co.
Cheshire, Conn. F. S. Baker, Mgr.

British Rose Tariff Stands

Import Duties Advisory Committee, England, has announced that it has decided to postpone for a time action in regard to articles covered by the Horticultural Products Act, and meanwhile the Minister of Agriculture has issued a further order under this act, imposing a duty on foreign rose trees at the rate of 20/- per 100 during the period May 1st to December 11, 1932 inclusive, in continuation of the provision relating to rose trees which was included in the first order made under the act.

This is a reduction of the old tariff of 30/- per 100.

Keen disappointment was expressed by the British Rose Growers Association and National Rose Society, at this granting of a lower and merely temporary tariff. The association went on record as "considering the 20/- per 100 duty on foreign imported rose trees distinctly inadequate and desiring its committee to make every effort to obtain a permanent 30/- per 100 duty."

Eddy Tree Breeding Station, Placerville, California, has been renamed Institute of Forest Genetics.

National Flower Festival

Elaborate plans are now under way for the staging of a National Flower Festival in Des Moines, Iowa, June 10, 11, 12, in the Horticultural Building on the Iowa State Fair Grounds.

Such organizations as the American Peony Society, the Des Moines Garden Club, the Federated Garden Clubs of Iowa, and the Des Moines Chamber of Commerce are combining forces to make this Flower Festival one of the most unusual of its kind. The executive committee in charge of the show includes: E. H. Mulock, chairman; R. S. Herrick, secretary, Iowa State Horticultural Society; W. G. DuMont, American Peony Society; Mrs. M. L. Patzig, Des Moines Garden Club; George Hamilton, Chamber of Commerce.

Many carloads of America's choicest peony blossoms will be shipped to Des Moines by the American Peony Society for this National Show. Under the beautiful and well-laid plans of the Des Moines Garden Club these colorful masses of peonies will be displayed in a new and striking fashion. They will take the form of great formal gardens that will turn Horticultural Hall into a glorious fairyland of color and fragrance. Splashing fountain jets, soft music, and classic dancers silhouetted against the large oval windows at the head of each stairway will lead onlookers to the climax of the festival—the grand prize of America's peonies displayed in a striking manner against a silvered evergreen background. Plans for this unusual exhibit have been drawn by Amos Emery, Des Moines architect, who will serve as construction engineer of the show and see that all exhibits tie into the general plan.

There will be fascinating feature units suggesting the home gardener ideas for picnic gardens with outdoor fireplaces, little backyard gardens, model greenhouses, garden terraces, and even junior playhouse gardens. On the balcony will be still-life flower pictures, table arrangements and accessories, conservation exhibits, and Junior Garden Club displays.

One class of exhibits will be called "Surprise Flower Arrangements." Each exhibit or is to be given the same flowers and duplicate containers and told to arrange their flowers in any way they desire. This promises to bring to light many interesting personalities.

In order that this great display may be more thoroughly appreciated and understood there will be leaders of authority to take groups through the show explaining details and calling attention to the interesting and educational features of each exhibit.

Beautiful grounds, ample parking space, interesting entertainment features, and a gorgeous show promises to make this Des Moines' most interesting annual event a huge success.

Further information can be obtained from E. N. Hopkins, chairman, National Peony and Flower Festival, c/o Better Homes & Gardens, Des Moines, Ia.

New York Takes Highest Honors

Extensive preparations for The New York Victory Celebration, May 28th, are being made by the Dutchess County Horticultural Society at Poughkeepsie, N. Y. This celebration will commemorate the fact that home gardeners of New York State have won higher honors for their beautifully planted home grounds than those of any other state. The grading is based on the findings of the Yard & Garden Contest Association of America.

Gov. Franklin D. Roosevelt of New York will participate in the Victory celebration and it is expected that he will voice the sentiment that, after all "It's not a home until it's planted." The New York chief executive will personally present the National Yard & Garden Contest trophy to Mrs. Louis H. Swenson, Kingwood Park, Poughkeepsie. Mrs. Swenson has the unique distinction of having won two major prizes in successive years of the national competition, first having won two first prizes in successive years in the Poughkeepsie Yard & Garden Contest sponsored by the Dutchess County Horticultural Society.

Mrs. Swenson will represent the other New York home gardeners who have won 14 trophies in the National Yard & Garden Contest movement since it was originated. Their nearest competitors are the gardeners of the state of Washington, who have won ten prizes.

The New York Victory Celebration will take place on the Swenson lawn at 4 o'clock in the afternoon. Chester Cobb, chairman of the Poughkeepsie Yard & Garden Contest, will have charge of the program arrangements. His address is Cobb's Nursery, Manitou Ave., Poughkeepsie, N. Y.

Chase Bros. Co. "Rochester Nurseries"

Court of Appeals on April 28th affirmed the decision handed down by Supreme Court Justice Knapp, who issued an injunction prohibiting the defendant Rochester Nurseries, Inc. from using the name.

Chase Brothers Company claimed it had used the trade name "The Rochester Nurseries" in connection with its Nursery business over a long period of years and that use of the name by the defendants deceived the public and constituted unfair competition with the plaintiff firm.

Nurserymen Offer Prizes—Some of the prizes offered for exhibits at the county flower show, Bakersfield, Calif., valuable seeds and shrubs, were given by the Krauter Nursery, Bakersfield, and the Phraser Nursery, Pasadena.

Disregard of Ethical Practices Injuring Trade

Here Is the Code of Ethics to Which the Members of the Illinois, Minnesota and Other Regional Nursery Trade Associations Have Pledged Their Allegiance
But the American Association of Nurserymen Has Been Preserved From Anything of the Kind!

THROUGHOUT the country Nursery trade associations have adopted Codes of Ethics based upon or conforming exactly to the following which has been assented to by the Minnesota, Illinois and other leading organizations in the trade.

Not only is this code the basis for action, by the members of these associations; it is repeatedly proclaimed by them as their idea of good business and moral policy. It is printed prominently on their letterheads; also on their convention programs.

Strange, is it not, that the American Association of Nurserymen has nothing of the kind?

And this in the face of the fact that the membership of the American Association is largely made up of those who have by their membership in the following Nursery trade associations assented to the principles enunciated in the above Code of Ethics:

Illinois Nurserymen's Association
Minnesota Nurserymen's Association
Northern Retail Nurserymen's Association
New England Nurserymen's Association
Massachusetts Nurserymen's Association
Western Association of Nurserymen
Missouri Nurserymen's Association
New Jersey Association of Nurserymen
Pacific Coast Association of Nurserymen
Pennsylvania Association of Nurserymen
Southwestern Nurserymen's Association
Wisconsin Nurserymen's Association

The remaining trade associations are among the missing, as is also the American Association, despite the fact that there have been repeated calls for an A. A. N. Code of Ethics, as witness those recorded within the last year or two:

President A. M. Augustine in his Minneapolis convention address in 1930 called for an A. A. N. Code of Ethics.

President John Fraser, Jr., in his Detroit convention address in 1931 called for an A. A. N. Code of Ethics.

A. C. Hanson in his address by invitation at the Detroit convention of the A. A. N. in 1931 called for an A. A. N. Code of Ethics.

The AMERICAN NURSERYMAN repeatedly has cited the omission of action by the A. A. N. in the matter of an A. A. N. Code of Ethics.

With plans under way for another A. A. N. convention, the subject of adoption of a Code of Ethics by the National Association again rises on the horizon.

As Charles O. Warner, Geneva, N. Y., says in another column in this issue:

I think that if a Code of Ethics were adopted, even though in part, it would do a lot towards reducing some of the present day problems in this industry as well as in others.

That now is the time for the A. A. N. to get busy and adopt such a Code at the forthcoming July convention is evidenced by the consensus of opinion of the majority of those in the trade. The time has come when the membership body in open convention should take up the matter and act on it; and it should come up for attention early in the convention schedule when the membership is representative, and not relegated to a last session attended by less than half of

AMERICAN NURSERYMAN, Chief Exponent, twice a month \$2.00 per year; Two years, \$3.00; Three years \$4.00. Canada, \$3.50; abroad, \$2.50.

CODE OF ETHICS, MINNESOTA STATE NURSERYMEN'S ASSOCIATION

First—To respect my country, my profession, and myself. To be honest and fair with my fellowmen as I expect them to be with me. To be a man whose name carries prestige with it wherever it goes.

Second—To consider my vocation worthy, as affording me distinct opportunity to serve society.

Third—To improve myself, increase my efficiency and enlarge my service and by so doing attest my faith in the nursery business.

Fourth—To realize that I am a Nurseryman and a Business man and ambitious to succeed, but that I am first an ethical man, and wish no success that is not founded on the highest justice and morality.

Fifth—To hold that the exchange of my goods, my service, my ideas for profits is legitimate and ethical, and that it shall be my aim that all parties in the exchange are benefited thereby.

Sixth—To use my best endeavors to elevate the standards of the vocation in which I am engaged.

convention attendants, nor referred to the decision of a few on a committee.

Says a prominent Nursery concern in the east: "So far as ethics are concerned, we have come to believe the Nurseryman knows no such word." A disgrace to the trade that such a thought should ever have found occasion for utterance.

As to those Nurserymen who have pledged themselves to support the Code of Ethics of their state or regional association and who fail to do so, short work on the part of each association's vigilance committee should dispose of such cases, to the advantage of the association in particular and the trade in general, and to the ultimate disadvantage of the unethical Nurseryman.

"Violation of ethics is a losing proposition," Frederick W. Kelsey, president of the F. W. Kelsey Nursery Co., New York City, emphatically stated to a representative of the American Nurseryman, not so very long ago. "In prosperous times," said Mr. Kelsey, "the present policy of the grower for himself 'and the devil take the hindmost' is kept within more reasonable bounds. But when a wave of depression sweeps over the country as during the past eighteen months all restraint appears to have broken loose and stock is offered in so many cases, not only at cut rates but to cut out everyone, even fellow Nurserymen, all of whom purchase of other growers more or less of the stock they require for orders from season to season.

"Unfair competition (Samson-like) pulls down the financial temple which in times of prosperity or adversity, in Nursery affairs as in other fields of effort, supports the business of the country.

"This is assuredly a question that should now receive immediate attention and prompt correction: This to the advantage and profit of all in the Nursery Trade."

Along the same line Eugene Howard, formerly president of the Southwestern Nurserymen's Association, stressed the importance of upholding a high code of ethics in fairness to the public and to competitors. He said to members of his association: "Be open and above board with your customers and with your competitors."

The Code of Ethics of the Minnesota Nurserymen's Association, which is also the Code of the Illinois and Northern Retail Nur-

serymen's Associations, seems to present a model Code on which the A. A. N. might take action. It is clear and concise, yet comprehensive.

The New Jersey Association Code is also a fine one. A prominent New Jersey concern, commenting on this Code, said: "When the New Jersey Association of Nurserymen were discussing the adoption of a stiff code of ethics, we were for it body, boots and baggage. For it, because there wasn't a thing in that Code we hadn't always lived up to. And always will." The same principles outlined in the Minnesota Association Code are embodied in the New Jersey Code of four paragraphs.

The Pacific Coast Association of Nurserymen have a fine Code of Ethics, paragraph four (ten paragraphs in all) of which stands out especially.

It is our desire to exercise individual care at all times to see that our business is conducted on the principles of and measure up to the plain simple truth. We stand firmly for constructive sales practices that will increase the volume of our business, but condemn any and all forms of destructive sales methods that do not give value received.

The Code adopted by the Western Association of Nurserymen is the most comprehensive and complete in detail of any of the association Codes on file. It is reprinted on a four-page folder 5½ x 8½, and is divided into four sections, as follows, with several paragraphs under each section.

A—The duty of the Nurseryman to his community, his fellow merchants, and his competitor.

B—The Nurseryman and his relation to his employees.

C—Retail Nurseryman and his duty to the grower, wholesaler, jobber or importer.

D—The grower, wholesaler, importer and jobber and his relation to the retail Nurseryman.

There is no room for doubt in the Western Code as to what is expected in the way of ethical practices as regards any phase of the Nursery industry.

Whether the Code be long or short matters not. That which is important is the establishment of a Code of Ethics and then strict enforcement on the part of the Vigilance Committee to see that the membership live up to the Code to which they pledge their support. As Mr. Kelsey says: "This to the advantage and profit of all in the Nursery Trade."

Ten Arguments for Localized Nursery Sales

Desirable Because They Constitute Repeat Business—Permit Concentrated Effort and Domination of Territory—Better Prices Can Be Expected

By H. G. Seyler, Farr Nursery Company, Weiser Park, Pa.

The question is "are local sales desirable?" Note that I do not say "preferable."

1. We find local sales desirable because they constitute a repeat business. We notice particularly that our 9,000 Pennsylvania mailing list record cards are sprinkled with purchase entries. Practically every card contains from one to ten sales entries per year as compared with the aching voids existing on our national mailing list cards at their best.

The only possible negative argument to the claim that local customers are repeat customers is that familiarity breeds contempt but if familiarity breeds contempt to the visitor it will sooner or later do the same to the mail order buyer.

2. Localized Sales permit concentrated effort and a fine tooth comb domination of the territory. The negative argument is that it limits the radius of action. If local industries are not diversified, it includes the serious risk of local depression.

3. Localized Sales are obtained at a lower sales cost with, however, increased delivery costs and frequent interruptions to the office and Nursery routine.

4. Our localized counter sales have increased in considerable volume. On one day last spring, when the tulip display was at its best, our total of small, transient and direct sales was \$1500.00. All of these sales were the result of selection and ordering within a few minutes.

5. Localized Sales are the only medium of appeal to that large general public which does not read, think, or use the imagination seriously. That class which prefers the silent movies to the talkies because the talkies keep them awake or make them think; and the thinking class is, by no means, the only group which has money.

In this respect, I believe that display gardens open up a phenomenal new market, for even the duller and most unimaginative person will respond to a plant in bloom whereas a flood of advertisements and catalogs will not awaken a spark of enthusiasm. I have no negative to this opinion.

Other opinions, which we find beyond question, are:

6. That a view of the Nursery is more impressive than the finest and most frequent catalog. That a Nursery, itself, is the most wonderful plant catalog in the world.

7. That the observance of plants in leaf and bloom, by the prospect, constitutes marvelous sales psychology. In fact, it virtually converts salesmanship into order taking and a chief problem is to guide the selection and prevent the customer from running wild, with consequent flare back later on.

8. Be courteous, thoughtful, original, observant and alert. Do not let the display garden or the Nursery or the personnel stay in a rut. Be different and progressive. Take on allied lines such as fertilizer, on which we sold two carloads last spring, garden accessories and furniture, etc., winter pruning, to help keep the organization intact and last but not least summer planting which I believe affords greater possibility for improved conditions than any one other thought in the Nursery industry today. It is bad enough that operation must be suspended, or performed under difficulties, during the winter and the organization disrupted and income suspended. No reason why the same condition should be tolerated during the summer excepting, to my mind, a peculiar, hereditary psychology and a desire to take it easy after the spring rush.

9. Expect better prices. For one you are isolating yourself from national competition and for another, you are furnishing better service and better plants and, most important, it is easy to get better prices.

The man who would not give a written description of Philadelphia Virginal a second look at 60c would hardly bat an eye if

you asked \$2.00 for an average plant in full leaf and bloom.

Better prices will enable you to pay well and to surround yourself with the ability demanded by visiting trade.

10. Summarized requirements for Localized Sales, in our opinion, are:

First, attractive and convenient conditions. The conversion of the Nursery into a show window rather than a warehouse.

Second, quick and intelligent service.

Third, a wide open Nursery during all daylight hours and a courteous response to inquiries at any hour of the day or night. A partner and myself reside next to the display garden and telephone calls and visitors are not unusual at 10 and 11 P. M. If we are home we respond, but for evening duty we have special employees operating on a rotating schedule.

Fourth, there must be effective and adequate advertising.

Fifth, there must be enthusiasm for Localized Sales. They cannot be simply accepted but must be appreciated and developed.

In closing, may I again say that we present this discussion with the understanding that it is limited to our own particular activities.

There is, however, no denying that a general condition of change and unrest exists in merchandising circles.

No denying that the industrial and real estate world is changing and has not yet caught up to the possibilities and habits which good roads and automobiles represent.

What is the significance of such developments as the Star Inn recently established by Conrad and Pyle?

Andorra House which is probably the most complete undertaking in the Nursery world. LaBars Display Gardens at Stroudsburg, Burpee's Display Garden at Doylestown swarms of visitors to the DuPont Gardens and to the Philadelphia, New York and Cleveland Flower Shows.

Just last week we received a letter from a Philadelphia gummed tape manufacturer who had been a stranger to us and is suddenly in line for our business because his letter announced a complete change of policy in the way of service. For 15 years he had been marketing sealing tape all around the country—largely through agents and dealers. The letter goes on to say:

"From now on we are concentrating in our own neighborhood—the territory circling a hundred miles or so around Philadelphia. And we will sell direct to the user—eliminating all agents and dealers. We have arranged for overnight sidewalk delivery by truck in such centers as Trenton,

Norristown, Chester, Wilmington, Lancaster, Pottstown, Reading, Baltimore, Easton, Allentown and dozens of other nearby towns and cities, making us practically a local source of supply. We will deliver free of charge in five bundle lots or more."

We are to be thankful for the interest and education which the National Association Educational Campaign is manifesting not only to our prospects but to ourselves. Trade associations get nowhere, for any length of time, by trying to maintain monopolies and prices. Their possibilities are limitless, however, in the dissemination of a better understanding; general information and more uniform thinking among members. They ascertain the opinions and experiences of the majority and disseminate these among all.

Century-old Boxwood Moved

Two clumps of boxwood which George Washington himself set out when he built his Hayfield, Va., home in 1761 were transplanted last month beside the reproduction of Mount Vernon being erected in Prospect Park, Brooklyn, by the New York Bicentennial Commission.

The boxwood clumps, known to be at least 171 years old, are on the west side of the mansion and will form part of the formal garden on this side. So far as possible the garden planned by Charles K. Bryant, architect, will duplicate that at Mount Vernon. In the space between the two small buildings flanking the house, the kitchen and Washington's study an elliptical grass plot has been laid out, with a gravel walk around it. Beyond the kitchen and study and bordering the edge of the walk are two flower gardens filled with old-fashioned flowers. Other walks lead up to the house and out to the two gates on Well House Drive.

Before the great porch of the mansion a wide expanse of lawn sloping gently toward the lake has been laid out and a privet hedge has been planted about the entire site.

The box bushes were lent to the commission by Miss Evelyn W. Smith, president of the Amawalk, N. Y., Nursery, Inc. She bought all the boxwood in the garden of the 600-acre Hayfield estate in 1925 just before it was cut up into lots.

Mississippi Lowers Exemption—Changes in state laws, as affecting the Nursery trade —Section 145, Nurseries' Exemption reduced from sales of \$2000 to \$500 annually.



Beautiful Rock Garden Display, Work of Storrs & Harrison Co., Painesville, O.

AMERICAN NURSERYMAN

American Nursery Trade Bulletin



CHIEF EXPONENT OF THE AMERICAN NURSERY TRADE

Featuring the Nursery Trade and Planting News of American and foreign activities as they affect American conditions. Fostering individual and associated effort for the advancement of the Nursery and Planting Industry.

Absolutely independent.

OFFICIAL JOURNAL
PACIFIC COAST ASSOCIATION OF NURSERYMEN
Largest District Organization in the Trade
ILLINOIS STATE NURSERYMEN'S ASSOCIATION
Leading State Nursery Trade Organization

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ROCHESTER, N. Y., MAY 15, 1932

Ralph Thrall Olcott

Founder of American Nursery Trade Journalism

THE FIRST Nursery trade paper in America was established in 1893, as long-time Nursery concerns know, and for nearly thirteen years was conducted under the personal and exclusive direction of Ralph T. Olcott, of Rochester, N. Y., who later founded the AMERICAN NURSERYMAN on broad and untrammelled lines.

"The dean of Nursery Trade Journalists."—John Watson

A Policy Roundly Echoed

"Cultivated Americans, impatient with cheap sensationalism and windy bias, turn increasingly to publications edited in the historical spirit. These publications, fair-dealing, vigorously impartial, devote themselves to the public weal in the sense that they report what they see, serve no masters, fear no groups."—Time Magazine.

Sound Distribution

"Distribution has been much stressed, perhaps correctly, by executives, organizations and business analysts as the present main problem of industry. Nevertheless, I am of the opinion that there can be no sound distribution that is not based on sound production.

"To find and serve a market is to presuppose a capacity to produce economically, wastelessly. Buyers have a way of seeking out the producer who best serves them at the factory."—Charles Ault, Auburn, Me.

"A paper which gives the best value for the money to the reader will give the best value to the advertiser as well. I don't think there is any argument about the soundness of this view."—H. Dumont, Chicago, Ill., in Printers' Ink.

The Mirror of the Trade

DEPARTMENT STORE NURSERY SALES

Items appearing in the press of the country lately have seemed to show that some Nurserymen at least believe in department store selling of Nursery stock. Nursery stock displayed at the M. R. Kinney store, Covington, Ohio, was supplied by the Springhill Nurseries at Tippecanoe City. Demand was reported so great that several groups of stock had to be replenished.

The new Nursery department of Percy A. Brown & Co., Wilkes Barre, Pa., has created considerable interest. An elaborate outside display has been built. The Nursery stock is being supplied by the Arcadia Rose Co., Newark, N. Y.

The Veach store in Oil City, Pa., has given much thought to the value of a Nursery department. A large platform on the first floor was converted into a rock garden, with a background of evergreens and boxwood. The plants were budded down in peat moss. Benches, bird baths and other garden and lawn accessories completed the display. The Veach store presents a complete Nursery service to its customers.

And so they are recorded—department store sales of Nursery stock.

V. L. Rushfeldt, Albert Lea, Minn., said to a representative of the American Nurseryman recently:

Of course, selling by salesmen is the best way to sell Nursery stock. But without question, selling through department stores is certainly the surest and best way to reach the most people in the shortest time. I believe that a combination of direct selling by salesmen and department store selling by display is both practicable and feasible.

As Mr. Rushfeldt points out, other industries have gone after the matter of department store competition and made of it a valuable sales outlet for their product. Cooperation is again the big item—cooperation with department store officials.

If department stores feel that they must have a Nursery department, how much better for the trade that such a department be headed by a thoroughly trained Nursery salesman who knows his business, that the stock offered be from a reliable concern. The matter of percentages on such sales should be carefully considered so that local retail Nursery business does not suffer.

Other industries have successfully followed such a plan—why not the Nursery Trade?

Leading executives in other industries, commenting on this back-of-the-counter movement, say that their salesmen have improved tremendously in value after a short course in this sort of selling and observing.

We believe that most department stores will be eager to cooperate with Nursery firms which will devise methods to assist them in merchandising trees and plants and to better serve their customers to give full satisfaction.

The customer can testify that the especial-

ly trained salesmen do a far better selling job than the average clerk.

Says Mr. Rushfeldt:

Dress Nursery stock up as attractively as other commodities are being presented, make use of display through stores or sales yards or both, supplement this with the good old time agency concentration and energy and you'll see things begin to happen.

Who has had experience this year to prove the wisdom of this suggestion?

EDUCATIONAL DISPLAYS

Nurserymen may be given unexpected opportunities to benefit by display of their products to great advantage, if development of recent ideas in still greater measure and over a wider territory follows the announcement that an organization has recently been formed for maintaining educational displays of plant materials in a section of the New York Botanical Garden set aside by the Garden directors for display of such materials, by a member of the association, marked with his name and address and cared for by Garden employees, at no cost save that of installation.

The idea is suggested that upon the occasion of Nursery trade conventions the management of the hotel headquarters therefor might be interested in providing space for public display of outdoor living rooms, a rock garden or other horticultural feature independent of the usual trade displays adjoining the convention hall. Perhaps other botanical gardens may eventually cooperate with Nurserymen as has the one in New York.

FOR RETAILERS' BENEFIT

"Now if retail Nurserymen will fall in line, get together and collect at least 25% on their orders before shipment is made and let all orders go out C. O. D., it would eliminate their loss and they could pay the wholesalers promptly. The Nursery business would then be on a sound basis. The industry cannot progress on loose methods of selling, wholesale or retail."—Lee McClain, Knoxville, Tenn.

Australia Concern Ultra Progressive

An innovation at the Grendon Nurseries of Gill & Searle Pty. Ltd., Brighton, Victoria, which has created much favorable comment is the introduction of powerful electric lights to show up the Nursery at night. A row of lights 500 ft. in length has been placed in the Nursery with strong electric light globes from 300 to 500 candle power to throw a blaze of light on the flower beds which are growing underneath. The rays of light extend 500 ft. in length and 120 ft. across.

Introduction of powerful electric lights which enable passersby to see Nursery displays at night, should certainly prove conducive to more sales of Nursery stock. Electricity again stands forth as a potent ally of the Nurseryman.

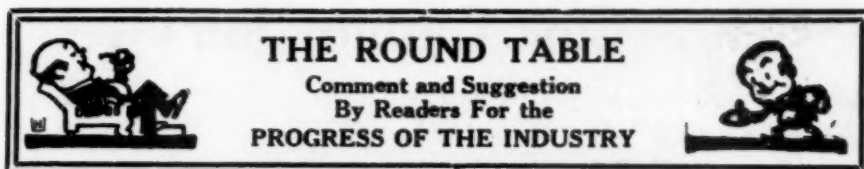
A pointer in pushing local sales of Nursery stock is seen in the announcement of a New Hampshire Nursery concern that "New Hampshire stock is acclimated and will readily stand replanting."

THE LOGIC OF HIGHWAY PLANTING

"Why don't we do a better job of planting trees, shrubs and flowers by our roadsides?"

Oftentimes we spend as much as \$30,000, \$40,000, \$50,000 a mile to make a smooth ribbon of concrete or asphalt, and usually we forget to spend \$500 to \$1,000 a mile additional to finish the job and put a frame of greenery around that highway.

In our State of California we spent some \$50,000,000 on state highways alone last year, and out of that \$50,000,000 we spent only a niggardly \$17,000 for roadside planting. In other words, we allot 3,000 times as much to build bare roads as we do to finish the job.—Pacific Rural Press



Carolina Forests Abound in Wild Plant Life

The position of North Carolina is an enviable one from the standpoint of plant life. Being located between the thirty-fifth and fortieth parallel or north latitude, we are practically half way between the equator and the North Pole, and in the heart of the temperate zone. Then we have a range in altitude from seashore to about 4000 feet elevation. This added altitude greatly increases the floral range of our state, so that much of the plant life common to New England is indigenous to our mountain section.

With the possible exception of California which is similarly situated from a geographical and physical standpoint, I know of no other state with a comparable range in flora. The Catawba rhododendron and flame azalea of our mountain sections have long been recognized for their plant value by the horticultural world. These two products of our state have been used in European horticultural centers as parents in plant breeding operations for years. From them have been developed numerous hybrid forms of the popular varieties of garden rhododendrons and azaleas.

There is no dwarf tree known in any country which can equal our white dogwood all for year round beauty; flowers in spring, red foliage in autumn, and rich red berries in winter. The white fringe (white ash) and sourwood of our forests are highly prized among horticulturists.

Walter E. Campbell

Greensboro, N. C.

Outdoor Living Room

Speaking on the subject of gardens, Forest W. Byrd, Byrd Nurseries, Omaha, Neb., says:

"A garden, like a home and its furnishings, expresses the individuality of the owner. The garden fills a big place in the scheme of things and the order of living. It is an outdoor living room during much of the year.

"There are many varieties of gardens—the formal ones, wild flower gardens, old fashioned gardens, rose arbors, rock gardens, etc. In fact, every part of the home grounds is a part of the garden—call it a 'lawn garden' if you like. Because this is true, every part of the landscape planting should have character and distinctiveness. Home owners more and more are realizing their need for assistance in this fascinating undertaking. Gardens of their friends have charmed them and prompted an inquiry into the methods responsible for such results.

"Gardens of character and personality do not result from haphazard methods and poor materials. They are created only after careful planning, cooperation between owner and planner, and the assistance of an efficient and complete landscape service.

Government Competition Decried

At the meeting of the U. S. Chamber of Commerce this month one of the propositions that came up for attention was that proposed by the Kansas City, Mo., Chamber of Commerce—a declaration against the tendency of government to engage in business in competition with private enterprise. The Railway Business Association suggested a study of the many forms of federal and state competition with citizens in business.

Pine Trees Replaced

A thousand Ponderosa pine trees from the Monument Nursery, Utah, have been shipped to Ephraim for planting on the Manti national forest. The Ponderosa and lodgepole pines growing there show effects of last summer's drought, and it is believed they will not survive.

Holland's New Rose

M. Leenders & Co., Steyl-Tegelen, Holland, in their list of new roses, regarding the rose Comtesse Vandal (hybrid tea 1932) say: "This new and distinct variety of rose of an unusual and new color combination, is originated from a seedling of Ophelia and Mrs. Aaron Ward, crossed with Souvenir de Claudius Pernet, producing a unique blending of these three varieties. The present rose possesses the quality of productivity in an extraordinary degree, and this, together with the fact that the plant is exceedingly robust and healthy, makes the variety especially valuable for gardenrose and to producers. Other characteristics of considerable importance are: the elastic petals which are unaffected by the worst weather and the long lasting quality, thereby enabling the flowers to withstand handling and shipping unusually well.

"When the sepals divide, the color of the bud is that of reddish copper with reddish golden bronze which lightens as the bud develops. When fully grown, the bud is long and pointed, and as the petals unfurl, there is a lightened shade of buff; the inner side of the petals is salmon, graduating to gold at the base. However, the reverse side of the petals remains a deep coral, thereby producing a most unusual and unique contrast in rose coloring. The fully developed flower attains an exceptionally large size as compared with the parents, and is double with a high center. After several days, the outer petals roll outwardly quill-fashion, giving the bloom somewhat the appearance of a cactus-dahlia, the deep coral color underneath the petals showing at the tip of the 'quills' like a dash of red, thereby adding to the originality of the color combination. The perfume of the color is delicate but quite pronounced.

"The foliage of the plant is characterized by its abundance; the leaves being large and healthy and dark green in color. In the early stages of development the wood is bronzy-red which gradually turns to dark green with age. The stems are upright and long, generally carrying one bloom each.

"The novel color combination of the flower and those characteristics hereinbefore mentioned combine a very desirable and distinctly new commercial product in the rose field which excited admiration by all who saw this variety at our Nurseries, in the open or under glass. The general opinion was: this variety of fine form and color cannot be compared with any other rose. It is the best and finest in this line."

Kelsey City, Fla., Nursery Co. has drafted plans for the beautification of the streets of West Palm Beach, Fla., and has donated 200 hibiscus plants for use in that project.

In Memoriam

Ralph Olcott's work is a part of trade history, too well known to every Nurseryman to need repeating.

In 1893, in association with C. L. Yates, he established the first trade journal devoted exclusively to the Nursery industry: the first in the country and in the world. For nearly forty years, he devoted his time and his talents to Nursery trade journalism. He was interested in all that interested Nurserymen. He was a loyal member of the American Association of Nurserymen. I cannot recall a convention that he missed. He did not talk; he listened; and he recorded in his journal, accurately and fairly, the progress of the trade and with rare foresight, sketched the future. He was frank in expressing his own views editorially, yet his columns were hospitably open to the expression of other views of every shade of difference.

But it is of Ralph Olcott, the man and friend, that I wish to speak. I first met him years ago on my first visit to the North, when on vacation from school. The acquaintance then formed, ripened into a friendship that time and circumstance never altered. He was frank, generous, kindly, sympathetic, helpful. In my last letter to him, written in his illness which I did not know about, I said, in thanking him for another of his innumerable acts of kindly thoughtfulness: "One does not have many such friends on life's journey; but those few make the journey easier, the task lighter, the goal more worth while." He did not read that; but he knew, as such friends always know, what his little acts of kindness had meant. To have gained and held the friendship of Ralph Olcott during all the years in which we were in constant contact, I count an achievement and a rich gift.

John Watson

New Soil Tests

New and simple soil tests of great practical benefit have been devised by M. F. Morgan, in charge of the soils department of the Connecticut Agricultural Experiment Station, New Haven. They are described in the bulletin "Microchemical Soil Tests" No. 333, available on request.

In addition to the tests that will be most widely used, Mr. Morgan has originated tests for ammonia nitrogen, aluminum, and replaceable calcium. Each analysis can be easily and quickly conducted in the field. They are made by means of a small porcelain block designed by Mr. Morgan, and chemical reagents that are easily obtained.

Walter L. Bates, California Nurseryman, says roses budded on a suitable wild root grow far more vigorously than those on their own root and are longer lived.

THE TREND OF THE TIMES

Among subjects of prime trade importance at the moment that have been noted in the columns of the American Nurseryman, are:

- Plan For National Retail Trade Association—Feb. 1, p. 62
- Proposition to Take Over Functions of A. A. N.—Feb. 15, p. 77
- Would Reorganize A. A. N. Into Trade Groups—Mch. 1, p. 99
- Good Quality Stock Worth As Much As Ever—Feb. 1, p. 60
- General Conference Resol: Retain Quarantines—Apr. 15, p. 139
- Nursery Salesmen Versus Department Stores—Feb. 1, p. 51
- Salesmen Now More Necessary Than Producers—Mch. 15, p. 130
- Cash Basis For All Orders Under Ten Dollars—Mch. 15, p. 124
- Direct Mail Selling in the Nursery Business—Mch. 1, p. 106
- Report of Interests To Take Over A. A. N. Campaign—Feb. 15, p. 86
- Good Will Reimbursement for A. A. N. Campaign Members—Mch. 1, p. 104
- Problem of Surplus Stock Root of All Troubles—Apr. 15, p. 160
- As to Costs of Propagating Nursery Stock—Apr. 15, p. 170
- Landscape Requirements in Highway Planting—May 1, p. 181
- Coating Processes in Merchandising Nursery Stock—Apr. 1, p. 151
- High Standing of Industry Up to Nurserymen—May 1, p. 180

Concerns Selling Below Cost Cannot Survive

Evils of Price Cutting Well Known—Wholesalers and Retailers Equally Guilty—Now is the Time To Adopt and Live Up To a Code of Ethics

By Charles O. Warner, Geneva, N. Y., Before New York Nurserymen

WHILE we have our many problems connected with the Nursery business today which are difficult to solve, and many of them have been with us for years, there is one outstanding problem right now which seemingly is causing more concern than others, and that is the question of lack of stability in price; as we find that each year we seemingly have more "cut throat" competition than the year previous. There seems to be very little uniformity in price either between wholesalers or between retailers and unless the situation is corrected it is bound to have a detrimental effect upon the entire industry.

I want to quote an editorial from the "House Organ" issued by Haverstick's of last September, as it has something in it of value to all of us.

"Our September text is furnished us by Dr. Alfred P. Haake, Managing Director, American Association of Furniture Manufacturers:

"If you ask me for one of the severest indictments you can hurl on an intelligent being in business today, I would say it is the building of competition on the sheer basis of price. Every time you admit that the only way you can get business is through the cutting of price route, you admit that you have nothing else to offer, nothing else to sell; your imagination is bankrupt; there is nothing to you except a willingness to work for day wages."

Dr. Haake spoke those words before the Ohio Petroleum Marketers' Association, but it is obvious that the basic fact contained in his utterance can be applied without modification to the doctor's own industry, to the industry whose representatives he was addressing, to any industry.

While we have the price-cutter with us always, he seems to thrive in time of stress, when conditions are unsettled, when the "fear of losing the sale" overrules his better judgment and causes him to violate the fundamental law of every business, that of making a legitimate profit on things sold.

Nor do we restrict this indictment to the manufacturer alone. Wholesaler and retailer are equally guilty of the practice. And, of the three, the manufacturer, it seems to

us is the least guilty of all. When a wholesaler or retailer buys a shipment of goods he can readily and easily figure his unit cost, but with the manufacturer, many factors enter into his costs that can readily cause a differential between concerns in the same line of business or industry.

We were talking recently with the secretary of a leading manufacturers' trade association, who told us that his hardest task these days was to keep the membership in line with the basic "dead line" costs of the various operations going into their products as set down by research and proved by practice.

When it is considered that only about one in three manufacturers (average) belong to their trade associations, it can readily be visualized the handicap under which the progressive concerns labor. For, even with knowledge of costs as his secretary stated, his work was difficult. And, with the balance of power held by the non-members (of trade bodies) there is, indeed, more excuse for manufacturers cutting prices than for either wholesaler or retailers.

It is not within the province of a short article such as this to enter into a discussion of the evils of price-cutting, for everyone knows them. And the record of failures every month is a proof positive that no firm can consistently make a practice of selling below cost and survive.

If salesmen would always remember that every time they "shade the price" that that price sets a new standard level on the article in question, and that while it is "easy" to cut prices, it is quite another matter to re-establish the fair price of the "shaded" article again with the buyer.

We will admit in these times, the salesman is often sorely tried and frequently tempted to "make a concession" on a particularly nice bill of goods, but he should never forget that it is the long haul that counts, and that if "he cuts today he will be asked to cut tomorrow" just as surely as twice two makes four.

Price-cutting is wrong, morally, fundamentally, basically, economically and in every way. Let us, each one of us, make a resolution right now—that if we cannot make a profit on a sale, to let the other fellow have it. It is the best rule to follow and will always pay in the end to uphold fair prices, and the re-sale price on everything

we have to sell from can openers to suspension bridges.

I am also quoting a selling code according to the schedule formulated by Charles F. Abbott, executive director, American Institute of Steel Construction.

1. Replace volume sales with honest, intelligent, and aggressive selling at a profit.
2. One price to all without concession or discrimination.
3. Abandon all misrepresentation.
4. Abolish all secret rebates.
5. No sales at cost or below cost.
6. Eliminate all commercial bribery.
7. Maintain standards as established by the industry, and avoid any substitution or impairment of quality or workmanship.
8. Maintain a cooperative attitude towards competitors.
9. Adopt a sales policy that is fair to all, then vigorously carry it out.
10. Refuse to indulge in price-cutting because of some rumor that a competitor has submitted a lower price.
11. Insist that every order include a reasonable profit.
12. Support your trade organization to the limit of your ability.

While I realize that most of these reports regardless of the situation may soon be forgotten I think that if a code of ethics were adopted, even though in part, it would do a lot towards reducing some of the present day problems in this industry as well as in others.

Damping Off Fungus

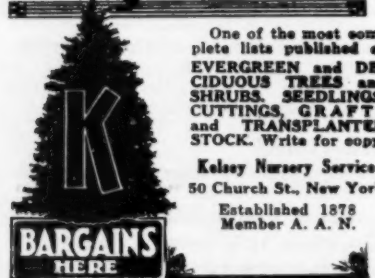
A new, simple and apparently effective method of protecting young plant seedlings from damping-off at the surface of the ground from fungus attacks is based on use of a new formaldehyde dust, apparently made by treating some kind of special powdered charcoal with formaldehyde. A small amount of this dust is scattered over the seed bed and raked into the top two or three inches. The seed is then planted and the soil watered thoroughly.

Each particle of the dust then releases the formaldehyde gradually so that the effect is to keep the surface of the soil sterilized until the young seedlings have passed the danger period. The plant is much more simple and, in preliminary tests more effective than the old wet method of sterilizing the seed bed.

Further information can be obtained from H. P. Barss, Agricultural College, Corvallis, Ore., or your own state college of agriculture should be able to supply additional information.

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Forms close: 10th and 25th

AMERICAN FRUITS PUBLISHING CO., P. O. Box 124, Rochester, N. Y.

Nursery Trade Bulletin

Michael's Nursery Shop, 232 Livingston St., Brooklyn, N. Y., has been established by Michael Demarins.

Cobb, Bates & Yerxa Co., Boston, Mass., have opened a branch store to aid the sale of their Nursery products.

Eastwood Nurseries, Wilkensburg, Pa., were awarded contract for nearly 1,000 trees to be planted in Mt. Lebanon.

A. J. Buck, Inc., 60 Park Place, Newark, N. J., Nursery, landscaping and gardening business, \$2500, Rae Korn, A. A. Golden, Ruth Katz.

Armstrong Nurseries, Ontario, Col. had a large center display at the San Bernardino Horticultural Society flower show last month.

Rose Plants Stolen—Two hundred rose plants valued at \$100 were reported stolen late last month from the Portland Rose Nursery, Portland, Ore.

Scott Brothers' Elmsford, N. Y., Nurseries, report much interest this season in beautification of home grounds. They have been busy right along.

Fruitland Nurseries, Augusta, Ga., won first award in the Nursery display at the Augusta Garden Club Show last month; Hill Nursery won second.

Ridgeville, Md., Nursery, Jesse King, president, established 29 years ago, is taking care of much of the landscaping of the homes of the nation's capitol.

A 12-foot red spruce, gift of Mitchell Nursery, Barre, Vt., was planted in the Brattleboro city park last month; also 22 elm trees were planted on the recreation grounds.

Rhododendron Fertilizer—Titus Nursery Company, Waynesboro, Va., have developed a new soil conditioner and fertilizer especially for use with rhododendrons, azalias, kalmia and laurel, called Rodogro.

Louis M. Empie, proprietor of Highland Nurseries Gardens, Johnstown, N. Y., opened a branch store this season in Schenectady, so as better to serve the public in that locality. Booklets and advice on how to plant home grounds is freely given to inquirers.

Northwest Nursery Co., Valley City, N. D., presented lowest bid on beautification plan of U. S. Veterans Bureau at Fargo, N. D. Bid has been sent to Washington for approval. It is planned to start the work about the middle of May.

The property of Cottage Nurseries, Queens, L. I., N. Y., has been acquired by the city in condemnation proceedings in connection with the extension of one of the city's thoroughfares. More than 14,000 plants, shrubs and young trees are now available for city planting in parks and along main highways.

Cary Lectures Garden Club

C. E. Cary, Davenport, Iowa, addressed the Des Moines garden club recently on the classification of shrubs for use on the home grounds, their planting, pruning and after care. The first part of Mr. Cary's talk was illustrated and the second part included actual pruning demonstration with several varieties of shrubs furnished by a local Nurseryman.

Nurserymen Arrange Italian Garden—Montgomery, Ala., Garden Club flower show's outstanding feature was an Italian garden laid out in the main auditorium of the Museum by representatives of Rosemont Gardens, Dalraida Nursery, Primrose Nursery and Tropical Gardens. Beautiful landscape effects were made possible with the use of Italian cypress trees and a reflecting pool 16 feet long. Each of the garden clubs of the city made miniature garden exhibits in 8 x 10 foot space.

No Wonder You Were Surprised



LIKE a lot of others, you just thought our 300 acres was devoted entirely to evergreens and deciduous things. It never occurred to you that we had one of the finest stock of honest-to-goodness out-door grown perennials to be found.

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And let us remind you about that book-catalog of ours called "After Fifty Years." Pays to have one. And use it.

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Hot Water As Insecticide for Japanese Beetle

Results of Experiments to Test Possibilities of Hot Water as a Means of Destroying Japanese Beetle in the Soil About the Roots of Plants

By Walter E. Fleming and Francis E. Baker, Bureau of Entomology, U. S. D. A.

One of the important problems in the control of the Japanese beetle is the development of methods for treating the subterranean portions of evergreens, deciduous, and herbaceous plants to destroy all stages of this insect. A study of the literature pertaining to the use of hot water to combat soil-infesting pests shows that immersion in hot water has been used successfully to control nematodes, mealybugs, bulb flies, bulb mites, phylloxera, and other pests infesting the subterranean portion of Nursery plants.

In 1926, when some preliminary tests indicated that certain other Nursery plants were not seriously injured by immersing the roots in hot water, an extensive investigation was undertaken to determine the effectiveness of hot water in killing the different stages of the beetle under various conditions, and to determine the varieties of Nursery plants that might be treated successfully.

Through the cooperation of interested Nurserymen, 1500 plants of 87 varieties were made available for experimentation with hot water. The plants were prepared for treatment by removing the loose soil, dividing the large clumps of roots, and pruning the tops and roots. The plants were treated while dormant during the winter of 1926-27 by immersing the roots in water at temperatures of 108°, 110°, and 112°F. for periods of 100, 60, and 40 minutes, respectively. The plants were then potted and placed in the greenhouse for observation. Four months after the application of the treatment the condition of the plants indicated that 64 of the varieties had not been appreciably affected by the hot water and 23 of them had been killed or greatly retarded in development. In view of the successful treatment of the majority of the plants in the preliminary experiment, the writers were encouraged to proceed with experimentation on a much larger scale at the laboratory and in commercial Nurseries. A preliminary report on the effect of hot water on Nursery plants has been published.

Experiments at the Laboratory

After the successful results in the preliminary experiment had been obtained, a group of varieties in which commercial Nurserymen were particularly interested was selected for further experimentation. These plants included azalea, berberis, dahlia, forsythia, hydrangea, iris, paeonia, phlox, picea, rhododendron, spiraea, syringa, vaccinium and weigela.

The results obtained in the laboratory experiments with different plants showed that treatment with hot water was fatal to certain evergreens—azalea, rhododendron and picea; that the treatment was successful with certain herbaceous perennial plants—dahlia, iris, paeonia and phlox; that the treatment was successful with some deciduous shrubs, such as forsythia, spiraea, syringa and weigela, but fatal to berberis and hydrangea. It seemed possible that the treatment could be applied successfully to some of the herbaceous perennials and deciduous shrubs, but could not be used on some evergreens.

Experiments in Commercial Nurseries

Most of the work with plants was carried on cooperatively with the Nurserymen who were interested in obtaining information on varieties with which they were particularly concerned. This arrangement made it possible to experiment with a large number of plants without involving the expenditure of government funds, but because of the nature of the work it was possible to obtain only limited information on some varieties of plants.

The treatment so far as possible was made an extra step in the usual procedure of the Nursery in preparing the different varieties for market. The herbaceous plants, such as iris, phlox, dahlia and paeonia, were prepared for treatment by removing loose soil, dividing the large

clumps, and pruning the tops and roots. Berberis, lonicera, spiraea, and other deciduous shrubs were prepared for treatment by removing the loose soil and pruning the roots. The bulk of soil about the roots of azalea and rhododendron was reduced as much as possible without injuring the plants. Potted plants such as ferns and hydrangea were not prepared in any special manner for treatment.

All plants, with the exception of the ferns and some varieties of hydrangea, were treated while dormant or semi-dormant. The small herbaceous plants were packed loosely in wire baskets, or other suitable containers which would permit free circulation of water, and were immersed completely in the hot water, since it was practically impossible to treat only the subterranean portions of these varieties. The other plants were placed in the water in such a manner that only their roots were immersed. The plants were heated until the temperature of the soil about the submerged parts was 112°F. and then held at this temperature for a period of 70 minutes.

Each variety was handled after treatment according to the usual commercial practice of the Nursery. No attempt was made to handle the treated plants more carefully than the untreated stock, as it was maintained by the Nurseryman that the treatment, to be practical, had to be successful under ordinary commercial conditions, without the exercise of special care for the plants. Some varieties were packed within a few hours in crates and placed in cold storage; other varieties were potted and set in greenhouses or coldframes; other varieties were planted outside in soil free of infestation. The treated plants were kept under close observation and were compared frequently with untreated plants of the same species under the same condition. The plants that were apparently unaffected by the treatment were sold at the end of the season.

The varieties of plants which were treated, and the effect of the treatment on their subsequent growth, is outlined briefly in Table 12* for convenient reference. It is apparent that with proper care a large number of plants may be treated successfully to destroy the immature stages of the Japanese beetle by immersing the subterranean portions of the plants in water at a temperature of 112°F.

Recommendations for Application

With the experimental work as a basis, the following recommendations are made for the treatment of Nursery plants with hot water to destroy infestations of the Japanese beetle in the soil about the roots.

Equipment: It is necessary to have a tank of water that is equipped with a suitable heating device, and a system for circulating the water to maintain the temperature uniformly at 112°F. The tank should be of sufficient capacity, and be of such shape as to adequately handle the different types of Nursery stock. Equipment for drying certain plants after treatment may be necessary.

Varieties of plants: Experimentally, certain varieties of herbaceous and deciduous plants have been treated successfully with hot water, as may be seen by consulting Table 12; it is therefore expected that these varieties can be treated in a satisfactory manner in the commercial Nurseries on a large scale.

Condition of the plants: Plants are usually most resistant to hot water when they are dormant, and most susceptible when they are growing actively. It is therefore recommended that treatment be applied only when the plants are dormant or semi-dormant.

Temperature: The water must be maintained at a temperature of 112°F. for the entire period of treatment. If the temperature falls below 111.5°F. the infestation may not

be destroyed, if it rises above 112.5°F. the plants may be injured.

Period of treatment: The treatment must be continued for 70 minutes after the soil about the roots is heated throughout to 112°F.

Preparation of plants for treatment: A large proportion of the varieties which are treated with hot water have roots which are practically free of all loose soil. All excess soil must be removed, the roots pruned, and large clumps divided as much as possible without injuring the plants. Small plants, bulbs, and rootstocks may be packed loosely in wire baskets, or in other containers, provided water can circulate freely through the masses. Large plants must be placed individually in the hot water. Before the plants are immersed, thermometers must be inserted into at least three of the largest clumps, baskets, or root masses of each variety, in such a manner that the sensitive part of the thermometer is at the center of each mass, and must be left in place until the end of the treatment.

Application: The roots must be immersed completely. The temperature of the water may drop for a few minutes after the plants are immersed, but it should soon come back to the required degree. A record of the temperature of the masses of plants and of the water must be made every five minutes as long as the plants are in water. After the masses are heated to 112°F. the temperature must be maintained for 70 minutes.

Care of plants after treatment. The insecticidal action of hot water is practically complete when the plants are removed from the tank. The way plants are handled after treatment may seriously affect subsequent growth. Bulbs and tubers should be dry when packed for shipment. Plants should be cooled slowly to room temperatures. Plants should not be removed from the hot water and heeled in cold soil. The plants should be potted or set in the ground as soon as possible after cooling to room temperature.

*In Technical Bulletin No. 274, available upon request from Bureau of Entomology, U. S. Dept. of Agriculture, Washington, D.C.

Treatment of the C. O. D. Parcels Containing Nursery Stock

Considerable complaint has been made by various Nursery companies regarding the failure of postmasters to carry out either in whole or in part the special instructions printed on the back of C. O. D. tags attached to packages in accordance with procedure previously authorized by the department.

When such C. O. D. parcels are presented for delivery and the addressee refuse to pay the charges for any reason, the parcels should immediately be tendered to the addressee without collection of the C. O. D. charges. If the parcels fail of delivery for any reason, the senders should be notified at once to that effect on Form 3849-d. Postmasters should thoroughly familiarize themselves with the instructions on this subject contained in article 92, pages 169 and 170 of the July, 1931, Postal Guide, and comply with them in every respect to avoid continued criticism relative to the mistreatment of C. O. D. parcels containing Nursery stock.—F. A. Tilton, Third Assistant Postmaster General

More Trees Needed—In accepting a gift to the city of an elm tree by the New Jersey Nurserymen's Association, for bicentennial memorial planting, Mayor Vanderwort, Hackensack, N. J., said: "The city needs more trees and more care should be given than has been to standing trees. A valid indictment against the people is the condition of the trees." Establishment of a shade tree commission will soon take place.

In Nursery Rows

Multnomah, Ore., school children planted a flowering cherry tree, gift of Doty & Doerner, Portland Nurserymen, commemorating Washington Bicentennial.

Ann: Arundel Nurseries, Annapolis, Md., make a specialty of growing the old-time favorite, boxwood. It is estimated that 400,000 plants in various stages of growth are on the Nursery grounds.

Nursery Stock as Prizes—Fourteen Nursery concerns in Lake County, Ohio, donated Nursery stock for prizes given at the Community Benefit Night parties, held under the auspices of the Painesville Post of the American Legion.

Earwig Treatment—A. C. Fleury, chief quarantine officer, California Department of Agriculture, advises inspectors that the earwig treatment now used in the state is effective and can be depended upon only in the case of bare rooted stock. In cases of balled stock, the earwigs may find refuge in crevices in the balls and escape the gas used to kill them.

Nature's Handiwork Hard To Surpass—Erwin Groth, Groth Nursery, Milwaukee, Wis., specialist in rock gardens says that an attempt to improve on nature's handiwork is often a failure. Of his beautiful rock garden display he says: "Take that rock garden, for instance, I moved and placed it stone for stone in exactly the same position in which it lay in its natural habitat."

Landscaping Services Find Favor—One of the best liked services of the Finger Lake Nurseries Company, Geneva, N. Y., and that which has brought forth much favorable comment by the public is the landscaping aid offered free of charge upon request. Upon receipt of a pencil sketch of the lawns and buildings of the inquirer, the concern returns a plan telling what, where and how to place shrubs, flowers and perhaps a rock garden. The firm deducts the cost of the plans from the order for the necessary plant.

Nursery of Wild and Rare Plants

Establishment of a Nursery for the propagation of wild flowers and shrubs of Georgia is being contemplated in Macon. Interest centers especially in two Georgia plants that are rare at present—the wild phlox and *Elliptica*. Dr. Edgar T. Wherry, incharge crop chemistry, U. S. Bureau of Chemistry, will go to Georgia this summer to start the undertaking. City authorities have promised full cooperation in making a suitable place available and in caring for such a colony of plants when it is established.

Sponsors Gladioli Culture—The Pataskala, Ohio, Nursery & Floral Company is sponsor of the movement to interest children of Licking County in growing gladioli. Five children are organized in a group under an adult leader, each group receiving 75 gladiolus bulbs, free of cost. The children will plant and care for the bulbs and at blooming time each group will stage a flower show, of gladioli only, in the neighborhood of the group. Small prizes will be given. The Pataskala Nursery & Floral Co. is to have a notice of each show, with the privilege of exhibiting if it so desires.

Experiment Station Appropriation

In an effort to reduce the cost of government in New Jersey, it has been suggested that the New Jersey Experiment Station appropriation might be reduced 60%. George Jennings, Nurseryman, Ralston, N. J., says in this regard: "As a Nurseryman who has felt the need of scientific advice and has used the facilities of the experiment station for many years, I believe the proposed reduction should be modified as recommended by Dr. Lippman. If deemed necessary an investigation of the experiment station by a legislative and public committee should be conducted with a view to eliminating from it any functions foreign or not needed by the people of the state."

"Care should be exercised that necessary and useful governmental services performed by the Station be not endangered by too severe reduction of appropriation."

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Educating Future Generation to be Tree-Minded

Leader and Pioneer in Reforestation Developing Plant Paradise—A Veritable Arboretum—Designed for Tree and Plant Education of Children

By L. D. Romaine, Hobart, Ind., Gazette

A garden spot which will, within two years, be the mecca for botany students of Indiana and the four surrounding states is now in the process of construction and planting on the Frank S. Betz farm south of Hobart, Ind. Here Mr. Betz, probably the best known tree enthusiast in America, hopes to plant a veritable paradise with flowers, shrubs, trees, and plants from all corners of the earth and all for the study of university and high school students in botany.

Trees from Every State

Many plants, shrubs and trees are already growing on the plot of land set aside for the tree and plant school while others are being shipped in from all over America and abroad. Before the end of 1932 it is planned to have a native tree from each of the forty-eight states in the Union planted at the farm. These will be set in long rows and each tree will be listed on a sign at the end of the rows telling the state from whence it came and its popular name.

There are many varieties of fruits such as grapes, pears, peaches, apricots, strawberries, apples, plums, currants, blackberries, and raspberries.

Instructor on Farm

It is the plan of Mr. Betz and his co-worker, Glenn Moss, to bring classes to the farm, show them the various trees, shrubs and plants as they grow, then allow the students to collect leaves and twigs from the trees for laboratory study back in their respective schools. Mr. Moss is prepared to give definite instruction on all of these trees telling where they will grow, what their uses are and of what value the trees are to mankind.

The Betz farm covers 220 acres, a part of which will be landscaped into gardens to make it as beautiful as any other similar spot in this country.

Began Work in 1926

Mr. Betz, known throughout the country for his surgical instrument business, began his work with trees in 1926. The alarming decrease in wooded land in the United States which Mr. Betz has observed through his constant contact, since his boyhood, with woods and trees made him feel that he must pioneer in the work of reforestation. He immediately began a thorough study of present timber lands, the rate at which it was being cut off and the cost of lumber both at the mill and at its ultimate destination where it was to be used. Figures

which he obtained astounded him, for although he knew that the forest lands in this country were rapidly decreasing, he did not know that the supply was so limited.

Undertakes Child Education

Thought Mr. Betz, if the grown-up will not be educated to grow trees, then children must be so educated. So alone he set about this task in Indiana.

Today he is leader in reforestation projects. Literature on trees is sent by Mr. Betz to schools and colleges all over the United States. He has given away thousands upon thousands of walnuts for planting as well as small trees grown on his farm near here. Over one hundred million trees, walnuts and tree seeds have been sent out to school pupils by this modern "Johnny Appleseed."

Not only has Mr. Betz furnished trees for all manner of places in this country but he sent 10,000,000 tree seeds to the Jerusalem Forestry Department and 2,750,000 seed to the Palestine girls' school for planting in the Holy Land. There are now thousands of fine trees growing in that country where before no trees had grown for centuries.

The force with which this man is pushing his reforestation project is spreading so rapidly that he believes nothing can stop it. His chief aim is to educate the growing generations to the value of every tree now standing and to plant trees for an economic reason aside from the viewpoint of beauty.

School Is Only Link in Chain

The new project of a Botany Field School to be grown and built up at the Betz farm is one link being forged to make children and adults tree and garden minded.

Mr. Betz does not expect or want any profit from his farm or from the project he is working out. Like the famous Apple Seed John his only desire is that he can leave the world better than he found it by his small contribution toward the great problem of tree and forest conservation.

"How few men realize that our forests are being and have been destroyed four times more rapidly than they are being replaced by natural means today. How few know that for thousands of miles in the far east there is not a tree and the people are forced to build their homes of mud and stone because there are no trees," Mr. Betz stated when asked about his work.

"I am trying to spend what I have made in my business in such a way that it will do the country the most good and it is a great satisfaction to me to feel that I am accomplishing something which will live long after I pass on."

It is expected that it will be several months before the project rounds itself into shape; meanwhile visitors are always welcome at the farm.

Plants Pests Increase

More San Jose scale, plant lice eggs, peach lecanium scale and red spider eggs, but fewer codling moth larvae are reported by the Pennsylvania Department of Agriculture this spring. Check up on Oriental fruit moth shows about 86 per living. Chief entomologist Guyton reports that a few comparatively new or unusual insects have appeared. He says:

"A species of plant louse, probably the European plum aphid, is present in a few peach orchards in the eastern half of the state. This species is not entirely new to the state but is present in larger numbers than has been noted before."

"The gladiolus thrips continues to take the serious attention of the growers of this flower. The Federal Department of Agriculture has given out recommendations for the control of this thrips which should be of interest to growers: (1) Treating the corms with a mercuric chloride or organic mercurial dip; (2) fumigating the corms with a mixture of ethylene dichloride and carbon tetrachloride, or with calcium cyanide; (3) treating the corms with flake naphthalene; (4) treating the corms with heat, either hot water or vapor."

The second method is most economical for commercial growers. The third, namely, that of placing one ounce of flaked naphthalene in a paper bag containing one hundred bulbs or corms and hanging them up in a rather cool, dry place for a period of about two or three weeks is usually most convenient for home gardeners. The naphthalene kills all stages of the thrips."

Celebrate Golden Anniversary

Mr. and Mrs. S. J. Verhalen, Scottsville, Tex., celebrated their golden wedding anniversary May 1st. Stephen J. Verhalen and Miss Mathilda Fox were married in Green Bay, Wis., in 1882. Mr. Verhalen moved to Scottsville in 1905, as general manager of the Standard Orchard Co. which had a large acreage there.

Mr. and Mrs. Verhalen have three sons, George F. and Ray P. of Scottsville, and Walter G., Dallas, Tex.; and one daughter, Sister Mary Raymond of Columbus, Ohio; also eleven grand children. All their children and grandchildren were with them to celebrate their fiftieth anniversary.

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To Extend Gooseberry Belt

The "gooseberry belt," heretofore largely confined to northern states, may be pushed southward by the introduction of the Glendale, a new variety especially adapted to more southern regions, where other gooseberries grow poorly or not at all, the United States Department of Agriculture says.

The Glendale gooseberry is recommended for trial in Maryland, Virginia, West Virginia, and those parts of western North Carolina, Tennessee, Arkansas, Oklahoma, Kansas, Missouri, Illinois, and Kentucky, where the Downing and Poorman varieties do not succeed. The department also recommends it for the lighter soils in regions where other sorts ordinarily succeed.

The Glendale grows more vigorously than other varieties, growing as high as 6 or 8 feet. It is more resistant to leaf spot and mildew, grows readily from cuttings, and yields heavily. The fruit is as large or a little larger than the Downing, has a smooth thin skin and small seeds, and makes excellent jam. The variety is being introduced by cooperating Nurseries. The United States Department of Agriculture has no plants to sell or distribute.

The new variety was originated by the late Dr. Walter Van Fleet and is named for Glenn Dale, Md., where he lived for several years before his death in 1922.

Promising New Blackberry

The Brainerd, a new blackberry developed by the United States Department of Agriculture, gives promise of becoming an important commercial variety. It is the result of a cross of the Himalaya and an eastern erect-growing variety, thought to be the Georgia Mammoth. It has been tried successfully in Oregon, Washington, California, North Carolina, and Maryland.

The advantages of the Brainerd over other varieties are its extreme vigor, its productivity, hardiness, large size, high dessert quality, and the fact that it is suitable for canning and frozen-pack preserving. Its weaknesses are its large prickles which are similar to those of the Himalaya, a peculiar condition of its leaves at certain seasons in which parts of the leaf are lighter in color, the fact that it lacks quality until fully ripe and that it is slightly susceptible to orange-rust disease in the east and to the double-blossom disease in the southeastern states.

The Brainerd has berries 30 to 60 per cent larger than the Himalaya and its seeds are smaller. The variety was named for Ezra Brainerd, former president of Middlebury College of Vermont.

Bramble Fruits Varieties

For New York State G. L. Slate, horticulturist at Geneva Experiment Station recommends:

Red raspberries—June, Ontario, Herbert, Viking, Cuthbert and Latham. Columbian is regarded as the best of the purple sorts, while Golden Queen is suggested as a good yellow raspberry. Black Pearl, Cumberland, and Plum-Farmer are considered the best of the black caps. Everbearing raspberries have little merit for the market and should be grown only as novelties, he says. Ranere and La France are suggested as possibilities in the everbearing types.

Blackberry varieties are badly mixed in the trade, and it is difficult to get varieties true to name, it is reported. Eldorado is the only variety recommended. Lucretia is said to be the best dewberry.

Oregon State Quarantine

Quarantine against the importation into Oregon of loganberry, dewberry, blackberry and their horticultural varieties from all states and districts of the United States except California, Arizona and New Mexico was recently issued by the state department of agriculture. Various berry diseases caused the quarantine to be issued, it was stated.

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Ohio University Landscape Garden Course

Weed Control, Garden Fertilizers, Budgeting Business, New Annual Flowers, Discussed—Continuation of Report of Columbus Three-Day School

"Annual Flowers" constituted the first subject of the afternoon. The following new annuals were recommended: *Gillia capitata*, *Gillia cornutifolia*, *Erigeron divergens*, *Centranthus macrosiphon*, *Callinsia bicolor*, *Kaulfussia amelloides*, *Senecio elegans*, *Lavatera* (Lovliness), *Linnaria macedonia*, *Tagetes* (Guinea Gold), and *Saponaria calabrica*. Edward Sinclair Thomas well-known Columbus nature lover and ornithologist presented an interesting illustrated lecture on the wild flowers suitable for garden naturalizing. Fundamental cultural conditions were discussed.

"Developing Garden Features" by Carl Frye. The lack of interest in gardening by the American public can be partially accounted for by failure of landscape architects to create interesting features within the garden, he said. Few people would drive miles on a crowded road to enjoy a Sunday afternoon and supper with nature if such conditions were developed within the home grounds. From the viewpoint of future merchandising or popularizing gardening alone, we must create gardens which provide equal livability of the house with features furnishing relaxation and enjoyment in the daily routine of family living. Usually the garden front of the house is the more attractive, yet in most cases we find the owner has little opportunity to study and enjoy it except in a photo. When in the garden, he is working with his flowers or showing guests the results of his labors, soon returning to the porch, terrace or living room. A provision of a **Detached Porch** fulfills the demand in this respect. Such architectural points are where the views of the house and its surroundings can be enjoyed in a garden atmosphere. With the detached porch in the garden from which we can view the house, we must take full advantage of its walls as a garden feature. Wall sun-dials on the chimney-face, lead or stone wall plaques about walls of the terrace or a mirror pool built against the exterior of the living room wall. Why should we place the pool at the rear of the garden and wait for a suitable background when the owner has provided us with an excellent setting with the house wall? Such a use of wall space should be accompanied by better decoration through the more extensive use of vines such as the clematis.

The day's program was completed with an illustrated talk on **Ornamental Evergreens** by Prof. L. C. Chadwick.

The morning session of the last day dealt with cultural practices. "Weed Control and Garden Fertilizers" were discussed by Prof. L. C. Chadwick and G. H. Poesch of the Horticulture Dept. In the talk on weed control the importance of maintaining proper fertility and drainage was brought out. Weeds were classified as annuals, biennials and perennials. Their characteristics, methods of propagation and control were mentioned. A mimeograph sheet giving the classification and control measures were given for each. Considerable discussion followed the talk.

In his talk on "Fertilizers" Mr. Poesch brought out important considerations in regard to the use of the various elements and

SOUTHERN CALIFORNIA NURSERYMEN'S ASSOCIATION

Chas. N. Kelter, Beverly Hills, Cal., Secy.

Guarantee on Nursery stock was one of the prime subjects of discussion at the April meeting of the association at Pasadena. Nursery stock cannot carry with it an unlimited guarantee, such as "we guarantee this plant to grow," association members agreed. Possibilities that the unscrupulous buyer would take advantage of such an open guarantee would make it impossible, most of the members contended, although several argued that a reasonable guarantee would help to stimulate sales.

Progress of the publicity campaign was reported by J. M. Asher, saying that over 23,000 pamphlets have been sent to over 3,000 people in the past few months. The ads are still running in the Los Angeles Sunday Times, asking the public to write to the association for the set of seven planting guides, Mr. Asher said, and he urged the continuation of the program through the summer months. A new folder on Olympic Planting has been prepared and made available to the public.

The success of this educational campaign has proven a great stimulus to its members and is being felt in increased sales in all lines of Nursery products.

A trade-mark stressing "Certified" Nursery products is part of the campaign, and every member of the association is requested to display the trade-mark as a sign of high quality and integrity.

Largest City's Outdoor Living Room

President Henry Van den Hoorn, Long Island Nurserymen's Association, cites the census report that Long Island, with only 13½ per cent of the Nurseries of the Empire State, transacted 40 per cent of the total business of the State. In 1929 Long Island had 141 Nurseries, 65 located in Suffolk County, 35 in Nassau County and 41 in Queens County. He characterizes Long Island as "the homeland, the playground and the outdoor living room of the world's largest city; the beauties of the island are varied with its miles of ocean front and wooded hills, spotted with dogwood and trees of many colors. Our system of roads and parkways promise to become one of the wonders of the world."

gave general recommendations for various specific purposes. An interesting forum concluded the morning session.

The business end came into its own during the afternoon of the last day. P. D. Sickles, Columbus, gave the group some timely and important points in regards to merchandising. Following this Dr. Spurgeon Bell of the Commerce Dept. of the University discussed "Budgeting Your Business," bringing to mind the importance of adopting some sort of cost system. The program was fittingly brought to a close by a timely discussion of "Collections" by Walter Stephens, florist, of Columbus.

The attendance and interest at the school far exceeded the expectations of the sponsors. Among those present in addition to those named were: G. Walter Burwell, Ray S. Dietz, Harry O'Brien, G. Bert Slemmons, Columbus; F. Jason Littleford, Richard Therdel, Hinsdale, Ill.; M. K. Stamm, Normal, Ill.; S. W. Owen, Bloomington, Ill.; Ray S. Inlay, August E. Miller, Zanesville, O.; Mr. and Mrs. C. G. Crawford, Toledo, O.; E. W. Woodruff, Oberlin, O.

Miniature Rock Gardens

William Gudgeon, Heaton Royd Nurseries, Heaton, Bradford, says the Horticultural Advertiser, Nottingham, England, has evolved a new idea in rock gardens, namely, miniature ones that can go in the palm of a hand. These are made from tufa stone—a porous stone from Derbyshire—and miniature alpine plants grow in them. The plants, it is said, in some of them have taken three years to establish themselves, but having gained a hold in the porous rock, they are as fast as leeches.

The tiniest are sold at from 5/- to 10/- each, and there is supposed to be a great sale for them. A silver medal was awarded at the Harrogate Flower Show to a collection of them, and it is stated that "horticulturists and Nurserymen from all over the country were delighted and surprised at the novelty and beauty of these tiny stone gardens."

The little rockeries require very little looking after, and can be kept on window-sills or in drawing-rooms, and left for several weeks without attention.

Arbor Day Plantings

Millane Nurseries, Middletown, Conn., donated nine elm trees, 12 to 14 feet in height, to the high school in their town for George Washington Memorial planting on Arbor Day. Trees were presented to other schools in the vicinity also.

Incorporated: Zook Palm Nurseries, Delray Beach, Fla., \$5000, 50 shares at \$100 share. Edward W. Simpson, East Orange, N. J., florists and Nurserymen. A. J. Bulb, Inc., Newark, N. J., Nursery stock, \$2500.

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